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PATENT APPLICATION

6/18  
7. Sept  
3-21-03

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of:  
Hohberger et al.

Serial No.: 10/001,364

Conf. No. 3268

Filed: October 25, 2001

For: METHOD AND APPARATUS  
FOR ASSOCIATING ON  
DEMAND CERTAIN SELECTED  
MEDIA AND VALUE-ADDING  
ELEMENTS

Primary  
Examiner: R. Gordon

Art Unit: 2853

**CERTIFICATE OF MAILING**

I hereby certify that this paper is being deposited with the United States Postal Service as First-Class Mail in an envelope addressed to: Commissioner for Patents, Washington, D.C. 20231, on this date.

2-18-03

Date

Eric D. Cohen

Reg. No. 38,110

**AMENDMENT AND REPLY PURSUANT TO 37 C.F.R. § 1.111**

Commissioner for Patents  
Washington, D.C. 20231

**INTRODUCTION**

In reply to the Office Action mailed November 20, 2002, please amend the above identified application as follows:

RECEIVED  
MAR 21 2003  
TECHNOLOGY CENTER 2800